## AMENDMENTS TO THE CLAIMS

1. (Previously Presented) A display apparatus for presenting a moving image with less perceivable degradation, the apparatus comprising:

display control means for controlling display to cause display means to change a display of the moving image to a frame rate of 350 or 360 frames/sec when the moving image is a computer graphics image; and

the display means for displaying the moving image at the frame rate on the basis of control of the display control means, in which a display of each pixel on a screen is maintained during each frame period.

2. (Previously Presented) The display apparatus according to claim 1, wherein the frame rate is 350 frames/sec.

3-7. (Cancelled).

8. (Previously Presented) The display apparatus according to claim 1, wherein the frame rate is 360 frames/sec.

9. (Previously Presented) A display method for controlling a display apparatus having display means in which a display of each pixel on a screen is maintained during each frame period, for presenting a moving image with less perceivable degradation, the method comprising:

controlling display to cause the display means to change a display of the moving image to a frame rate of 350 or 360 frames/sec when the moving image is a computer graphics image.

10. (Previously Presented) The display method according to claim 9, wherein the frame rate is 350 frames/sec.

11-15. (Cancelled).

16. (Previously Presented) The display method according to claim 9, wherein the frame rate is 360 frames/sec.

17. (Previously Presented) A display apparatus for presenting a moving image with less perceivable degradation, the apparatus comprising:

display control means for controlling display to cause display means to change a display of the moving image to a frame rate of 350 or 360 frames/sec when the moving image is a computer graphics image; and

the display means for displaying the moving image at the frame rate on the basis of control of the display control means, the display means being matrix-driven.

18. (Previously Presented) The display apparatus according to claim 17, wherein the frame rate is 350 frames/sec.

19-23. (Cancelled).

24. (Previously Presented) The display apparatus according to claim 17, wherein the frame rate is 360 frames/sec.

25. (Previously Presented) A display method for controlling a display apparatus having matrix-driven display means, for presenting a moving image with less perceivable degradation, the method comprising:

controlling display to cause the display means to change a display of the moving image to a frame rate of 350 or 360 frames/sec when the moving image is a computer graphics image.

26. (Previously Presented) The display method according to claim 25, wherein the frame rate is 350 frames/sec.

27-31. (Cancelled).

32. (Previously Presented) The display method according to claim 25, wherein the frame rate is 360 frames/sec.

33. (Currently Amended) A non-transitory computer readable medium having program code stored thereon, for controlling a display apparatus having display means in which a display of each pixel on a screen is maintained during each frame period, and for presenting a moving image with less perceivable degradation, the program code being executable by a processor to perform operations comprising:

controlling display to cause the display means to change a display of the moving image to a frame rate of 350 or 360 frames/sec when the moving image is a computer graphics image.

34. (Previously Presented) The computer readable medium according to claim 33, wherein the frame rate is 350 frames/sec.

35. (Previously Presented) The computer readable medium according to claim 33, wherein the frame rate is 360 frames/sec.

36. (Currently Amended) A non-transitory computer readable medium having program code stored thereon, for controlling a display apparatus having matrix-driven display means, and for presenting a moving image with less perceivable degradation, the program code being executable by a processor to perform operations comprising:

controlling display to cause the display means to change a display of the moving image to a frame rate of 350 or 360 frames/sec when the moving image is a computer graphics image.

37. (Previously Presented) The computer readable medium according to claim 36, wherein the frame rate is 350 frames/sec.

38. (Previously Presented) The computer readable medium according to claim 36, wherein the frame rate is 360 frames/sec.

39. (New) The display apparatus according to claim 1, wherein changing the display of the moving image to the frame rate of 350 or 360 frames/sec when the moving image is a computer graphics image comprises increasing the frame rate.

40. (New) The display apparatus according to claim 39, wherein changing the display of the moving image to the frame rate of 350 or 360 frames/sec when the moving image is a computer graphics image comprises increasing the frame rate from 250 or 240 frames/sec.

41. (New) The display apparatus according to claim 39, wherein changing the display of the moving image to the frame rate of 350 or 360 frames/sec comprises storing a frame of the moving image in a frame memory and alternately outputting the frame of the moving image to increase the frame rate.

42. (New) The method according to claim 9, wherein changing the display of the moving image to the frame rate of 350 or 360 frames/sec when the moving image is a computer graphics image comprises increasing the frame rate.

43. (New) The method according to claim 42, wherein changing the display of the moving image to the frame rate of 350 or 360 frames/sec when the moving image is a computer graphics image comprises increasing the frame rate from 250 or 240 frames/sec.

44. (New) The method according to claim 42, wherein changing the display of the moving image to the frame rate of 350 or 360 frames/sec comprises storing a frame of the moving image in a frame memory and alternately outputting the frame of the moving image to increase the frame rate.

45. (New) The computer readable medium according to claim 33, wherein changing the display of the moving image to the frame rate of 350 or 360 frames/sec when the moving image is a computer graphics image comprises increasing the frame rate.

46. (New) The computer readable medium according to claim 45, wherein changing the display of the moving image to the frame rate of 350 or 360 frames/sec when the moving image is a computer graphics image comprises increasing the frame rate from 250 or 240 frames/sec.

47. (New) The computer readable medium according to claim 45, wherein changing the display of the moving image to the frame rate of 350 or 360 frames/sec comprises storing a frame of the moving image in a frame memory and alternately outputting the frame of the moving image to increase the frame rate.